

Om Online media training

About online media training from Four

During the current global pandemic, knowledgeable and articulate business, public sector and subject matter experts are in high demand with news media.

Media training is tailored to honing interview techniques and focuses on four core areas: understanding the media; developing the content and messages; conveying information with impact and handling difficult questions and issues.

Delivered through an online webinar format, each of the four modules is delivered in a concise 60 minute one-to-one session with one of our experienced practitioners. Each module includes an interactive session, theory and practical applications and a practice interview to camera allowing for progression across the course. Modules are accompanied by downloadable guide content covering the key learnings, tips and recommendations. All four modules are delivered back to back with breaks in order to maintain rapid and consistent progression, and followed up by an unscheduled telephone or video interview within 72 hours to put the training to the test in a real-world scenario.

Four has been providing media training since it was founded and delivers more than 50 sessions a year. The participants vary from senior managers refining their skills to those that have been promoted to a level where being a company spokesperson is now a requirement. Organisations choose to engage in media training as regular annual preparation for C-suite, ahead of a programme of media engagement or a potential issue. We have provided media training across the public, private and third sectors and across most industrial sectors including: financial services, property, healthcare, charities, culture and education.

How it works

Day 1

Capability assessment - no prep interview - 20 mins

Module one - understanding the media - one hour

Module two - developing content and messages - one hour

Module three - conveying information with impact - one hour

Module four - handling difficult questions and issues - one hour

Follow-up

Capability assessment - no prep interview - 30 mins

Requirements

To get the most out of online media training sessions, participants are required to have a PC/Mac with a webcam, fast internet access and a quiet working space.

Optional modules

Training can be tailored to specific requirements. Additional modules can be undertaken after the core training including

<p>Crisis media training</p> <p>Keeping control while reacting swiftly and decisively in a crisis</p> <p>Two hour module</p>	<p>Digital crisis preparedness</p> <p>Understanding the role of data analytics and digital channels in crisis preparedness</p> <p>Two hour module</p>	<p>Major interview coaching</p> <p>Work closely with our best practitioners to prepare for a major interview</p> <p>Support as required</p>
<p>Group messaging workshop</p> <p>Video webinar format for up to four participants to shape messaging (other workshops are also available)</p> <p>Two hour module</p>	<p>Online press briefing training</p> <p>Making the most of digital connectivity to brief media</p> <p>Two hour module</p>	<p>Online press briefing delivery</p> <p>Work with Four to structure and deliver an online briefing using Together360</p> <p>Support as required</p>

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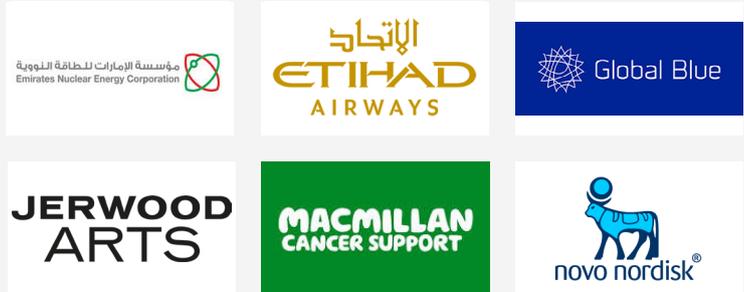
Pricing

Online media training core package featuring all modules £3,000 (discounted rate for multiple bookings)

Additional modules £800 (per module)

Together360 online press briefing delivery (multiple options, see separate product sheet)

Companies we have worked with



Key team members



Mark Knight

Managing director, corporate & finance

Mark has over 25 years' experience in managing communication programmes for international brands both in-house and as a consultant, and is one of Four's senior media trainers.



Anne Clarke

Chief executive, social purpose

Anne has extensive experience of government and public sector communications at every level and works with departmental communicators, not-for-profit organisations and others.



Deian Creunant

Director, Four Cymru

A first language Welsh speaker, Deian advises public sector, government and corporate clients on communications within and beyond Wales.



Debbie Hindle

Chief executive, travel

Debbie is renowned in the travel industry and works with airlines, tour operators, destinations, travel agents, hotel chains, cruise and ferry operators on communications strategies.



Ray Eglington

Chief executive, MENA

Ray is a former MEPRA chairman and has worked extensively across the region advising major brands, government bodies and companies on corporate communications and crisis management.



Samir Hammad

Managing director, MENA

Samir is one of the leading corporate communications practitioners in the UAE, working with some of the biggest and most renowned organisations.

Other products from Four



Ian Barber

Director, MENA

Ian has over 20 years communications experience, both agency and in-house - giving him valuable perspective on corporate communications and reputation management.

Contact

If you would like to find out more please email campaigns@fourcommunications.com